

The Evening Times-Star

The Evening Times-Star printed at 25-27 Canterbury street every evening (Sunday excepted) by New Brunswick Publishing Co., Ltd., J. D. McKenna, President.

Subscription—Private branch exchange connecting all departments, Main 2477. Subscription Price: By mail per year, in Canada, \$5.00; United States, \$6.00; by carrier per year, \$4.00.

The Evening Times-Star has the largest circulation of any evening paper in the Maritime Provinces.

Advertising Representatives—New York, Ingraham-Powers, Inc., 250 Madison Ave.; Chicago, Ingraham-Powers, Inc., 19 South La Salle Street.

The Audit Bureau of Circulation audits the circulation of The Evening Times-Star.

SAINT JOHN, N. B., MARCH 19, 1926.

PUBLICITY BRINGS RESULTS

Recognition of the value of publicity is growing rapidly among Canadian cities. In Toronto where the Publicity Bureau last year only \$17,000 there is a movement on foot to increase this sum to at least \$50,000.

As an evidence of what can be done to bring visitors, the Toronto bureau points out that in 1922 the number of conventions held in that city was forty-one; in 1923 it was ninety; in 1924 it was 107, and in 1925 it was 119.

It is estimated that the conventions in 1924 brought 46,888 visitors, that their average stay was three days, their average expenditure ten dollars a day, making a total of \$1,991,550 of new money for Toronto pockets.

Saint John is now wide awake to the fact that money spent in promoting tourist traffic is seed sown upon good ground that will bring forth an abundant crop.

like Chicago and New York, because unscrupulous men higher up find them useful; while their own environment does not tend to honest effort to attain a livelihood.

"Spring is learning to talk," says the Toronto Star. It is. And it speaks with many voices. For example, there is a London cablegram this morning about Abe Mitchell, Britain's leading hope for the recovery of the British Open Golf Championship from the United States.

The kernel of the matter is that Abe has improved his iron play during the winter and is now writing about his "discovery of secrets of style." He had been unable to keep his iron shots from drifting to the right of the greens.

There is a maxim attributed to Napoleon, "Everything that is unnatural is imperfect." It is a rule of universal application. And whether it is riches, or learning, or intellect, or wit, or "a way with women," or riches, or social position, or whatever else it may be that a man

Just Fun

ONE job in the world still is too big for any man. You can't please everybody.

ABANDONED farm houses are with us yet, but they are called tea rooms now.

OUR idea of a real collegiatly dressed fellow is one who has to take two steps before his pants move.

FURNACES differ from husbands. Husbands go out and get lit, but furnaces are lit and go out.

MOTHER: Now don't be afraid, dear. Go to sleep. The angels are with you. Buddie: Yeh, mom, but they're blind!

IT is often a good idea to let the other fellow believe he is winning things whether he is not.

Here lies the dust of Professor McSly; He sat down to read; Where the choo choo went by.

Stranger, for me Shave your hair, A bigamist Is happy here.

I am quite dead, Pray have no doubt of it, With you were in here, And I were out of it.

Here lies John Unlucky beggar; He tried to be His own bootlegger.

THERE is said to be so much money in this country now that bankers have learned to say yes.

WERE having a new house built to match the perfectly stunning door-knocker mother brought back from Boston last week.

DRAG: "I don't believe in kissing—it's unsanitary." Dragger: "Ah, but my burning kisses sterilize the lips!"

WHY can't some inventor devise a transparent shotgun, to do away with the time-worn excuse—"Didn't know it was loaded."

CHICKEN-peaked parents are in far worse shape than hen-pecked husbands.

NO, HORATIO, plutocrats do not necessarily drink Pluto water.

IS IT wise to be foolish, or foolish to be wise?

NO BETTER OFF HUB: You really need a new hat? Wife: I always need a new hat. Hub: Then why don't you get this one?—Japan Advertiser.

BEST HE COULD SAY "CAN you recommend that resort?" "All depends. I didn't like it, but my wife's dog gained an ounce!"—Louisville Courier-Journal.

MOTHER: Nice little boys don't fight. Darling Son: Now they get the pants beat off 'em.—T-B-Wit.

GOOD FOR BOTH HE (at cabaret exhibition): Only the artists can tell what the picture means. Friends: Then they ought to hang them, too.—Japan Advertiser.

EXPERIENCED COUNCIL: The cross-examination didn't seem to worry you. Have you had any experience in that line? Client: Married three times.—Nutton Zephyr.

ONE WAY TO WORK SHE: Do you believe there is safety in numbers? Him: Well, it's different. Her: Sure of it. Whenever I'm exceeding the speed limit I hang some other car's number on the back of my car.—Japan Advertiser.

Dinner Stories

SIMMONS had returned from his vacation. "I certainly enjoyed the huskings," he said to a friend.

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"Husking-bees" exclaimed the girl, "why I never heard of that! How do you husk a bee, anyway, Mr. Simmons?"

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Samuel In Lions Den



(Sir Herbert Samuel and his committee probing the British coal industry have just completed their report).

From the Daily Express, London.

Poems That Live

TO A DISTANT FRIEND.

Why art thou silent? Is thy love a giant, Of such weak fibre that the treacherous air, Of absence withers what was once so fair?

The Best of Advice

BY CLARK KINNAIRD. AS THEY SAY, "DON'T KID YOURSELF!"

IT is Abraham Lincoln, I believe, who is given credit for saying, "You can fool some of the people some of the time and you can fool some of the time all of the people, but you can't fool all of the people all of the time."

There is the application of the Spanish proverb, "Everything that is unnatural is imperfect."

It is generally true that affection is easily recognized, even before it is clear what is being affected.

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The Very Idea!

LET 'ER COME. BRING on the summer that's achin' to come. Bring on the season when spring's hum. Sidetrack the winter that's here so long, an' free all the birds so they'll burst into song.

All of us long for the season that's near. All of us wish for the best time of year. We can put fresh air and sunshine to use. All that we need is the chance. Turn the loose.

"Imagine an auto airin' a load, blazin' the trail down an old country road. Think of the feeling that's shy of all care, out in the open breathin' fresh air.

Winter's all right, but a wee bit too gruff. Come on, warm weather, start struttin' your stuff. Fill us with peppy and make us all laugh. That's what we want—and you ain't heard the half.

From the grown-up, to wee little child, everyone's cravin' to start runnin' wild. Whadda we care where yer bringin' it from—bring on the summer that's achin' to come.

CLEVELANDER bought a diamond which turned out to be paste. She's stuck for \$30.

"A wee little girl sings, 'I know something I won't tell.'"

TRY THIS ON YOUR GUITAR: HE stretched his imagination and called himself broadminded.

THE mouse ran up a clock, by gosh. What doesn't sound so shocking. Until you find the clock in mind 'Was in a maiden's stocking.

NOW, HONESTLY—IT ISN'T customary to tip your lid to a man—but let's be different for the moment and take our hats off to the mailman.

He's the fellow who makes two thousand miles away seem like a couple minutes.

The letter he brings you and me from someone in the far off spots is what counts, somewhat, the gap.

Although he never knows which is which, he brings good news and bad, and the indifferent. Let's thank him for the good and not blame him for the bad.

The only time we really need be shy on the welcome is around the first of the month.

MAYBE it's the politics that creep into booze that makes it taste so funny.

ISN'T it remarkable how some old-fashioned salesgals can smell of a piece of ribbon and tell how long it is?

TRY THIS ON YOUR KETTLE: THE policeman asked the man to accompany him, but the poor fellow couldn't sing.

FABLES IN FACT: THIS CONCERNS MOST ANY MOTHER AND MOST ANY LITTLE CHILD PERIOD EVERYTHING I TELL YOU TO DO—SOME YOU MIND DON'T COME AND EVERYTHING I TELL YOU NOT TO DO COME YOU DO PERIOD I SIMPLY CAN'T MAKE YOU MIND PERIOD QUOTATION MARK AND THAT'S HOW THE CHILD FOUND OUT WHAT A FAILURE THE MOTHER WAS PERIOD.

WAR PICTURES IN SCHOOLS. (The Farmers' Sun.) BELIEVE that war pictures which have been placed in Ontario schools are more likely to create a revulsion against war than a desire to participate therein.

PARTY SPOILS (Ottawa Citizen.) Neither of the political parties is benefited in the long run by the distribution of political perquisites, which really belong to the people but are scattered to the four winds for party advantage.

THE Coolidge Divorce. The president's spicing use of words is illustrated by a recent story. He went to church one Sunday recently without Mrs. Coolidge, who quizzed him about the sermon. The conversation was as follows:

"Was it a good sermon?" "Yes." "What was it about?" "Sin."

"What did the preacher say about it?" "He was against it."

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Who's Who IN THE DAY'S NEWS

GEORGE PALMER PUTNAM

THE polar expedition which Capt. Robert Bartlett will lead in the spring to collect specimens of ocean life is being partly financed by a man who has helped along other explorers of the unknown, George Putnam, New York sportsman and publisher.

The most northerly objective of the expedition will be Etah, on Smith's Sound, Greenland, Ellesmerland, Aden Island, Baffin Island and adjacent waters will be visited for arctic marine life specimens.

Among the members of the party are Robert Peary, 29-year-old son of Admiral Peary and probably Knud Rasmussen, Danish explorer.

Putnam was born in Rye, N. Y. He was educated at the University of California and Harvard. After his graduation from college, Putnam became connected with the educational department of G. P. Putnam's Sons, New York publishers in 1909.

He then became engaged in newspaper and publicity work in Oregon. While editor and publisher of the Bend, Ore., Bulletin he was elected mayor of the town, serving two terms. In 1914

he became secretary to the governor of Oregon.

After the world war he became president of the board of publications of the American Legion. Since 1919 he has been president of the Knickerbocker Press and treasurer of G. P. Putnam's Sons.

The Beebe expedition to the Sargasso Sea was another adventure for which Putnam gets a share of the credit.



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CRIME IN CHICAGO

Chicago has been making itself ridiculous by an appeal made in its behalf to the U. S. Senate for an investigation of crime in that city. The press of other cities has excoriated the Chicagoans and called upon them to clean up their own doorway.

The charge is made that political leaders from a state senator down have been on friendly terms with gangsters and other creatures of the underworld. The Chicago Tribune gave color to this story by printing two "banquet" pictures. Of these pictures a Chicago despatch says—

"In one picture State's Attorney Robert E. Crowe, Lieut.-Governor Fred Sterling, Secretary of State Louis L. Zimmerman, two judges, a state representative and other political figures are seen seated at the speakers' table beside Jim Genna, 'political boss' of the Italian quarter and director of the notorious Genna gang of wine merchants and gunmen. In the other picture United States Senator Charles S. Denson and several of his political aides are seen at a dinner alleged to be in celebration of the christening of a child of Diamond Joe Esposito, a confessed bootlegger and also an Italian political leader. The faces of several judges also appear in this picture."

The Mayor of Chicago has been moved by the publicity given to the whole matter to issue a declaration that the city is not nearly so bad as it is painted. It would be more to the purpose if he would adopt in dealing with the gunmen and their accomplices such methods as Premier Mussolini of Italy has used in putting the Mafia out of business. Criminals flock to great cities

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